



nutmeg big brothers big sisters

nutmeg@bbbsnutmeg.org

www.nutmegbigbrothersbigsisters.com

1 800 237 KIDS (5437)

CENTRAL OFFICE

30 Laurel Street
Suite 3
Hartford, CT 06106-1377
860 525 5437
fax: 860 525 4609

REGIONAL OFFICES

100 Riverview Center
Suite 274
Middletown, CT 06457
860 852 0045
fax: 860 852 0044
toll free: 1 866 469 6490

392 A Merrow Road
Tolland, CT 06084
860 896 0897
fax: 860 896 0413
toll free: 1 866 896 1584

127 Scott Road
#44
Waterbury, CT 06705
203 574 2447
fax: 203 575 1037
toll free: 1 866 574 2447

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

May 21, 2008

Dear Chairman Martin:

Each year, Nutmeg Big Brothers Big Sisters is faced with a dilemma. As the largest mentoring organization in the State of Connecticut, we require an ongoing supply of adult volunteers to serve as role models to the hundreds of disadvantaged kids on our growing Waiting List. We also need financial assistance from the general public to help defray the cost of our many community-enhancing programs. These are terribly important messages to communicate. The ongoing challenge is, since the large percentage of our capital should and does go directly to program operation, we don't have the luxury of an advertising budget to make our various constituencies aware of our needs. That's why we are so grateful for the generous support over the years of CBS RADIO in Farmington, CT.

There are a number of local radio stations willing to play the Public Service Announcements made available to us by our national parent organization. CBS RADIO does this as well, but ups the ante by producing and playing for us localized spots that promote our ongoing need for mentors and financial assistance. We've found that the bulk of people who call us to inquire about mentoring have contacted us as a result of hearing a recruiting message on CBS RADIO. Recently we held our major fund-raiser of the year, Bowl-for-Kids'-Sake. Thanks to all the positive broadcast exposure we were given on CBS RADIO, we are quite close to reaching our stated goal. And, in addition to PSAs, CBS RADIO makes available its on-air personalities and hugely popular shows in an effort to help us promote our message.

To assist us on a more strategic plane, Suzanne McDonald, General Manager of CBS RADIO, served on our Board of Directors for more than ten years. She currently is a Trustee of the organization. For the past seven years Kathy Browne has been one of our most valued Board members. Kathy is Key Accounts Manager at CBS RADIO. Thanks to their enthusiasm, social commitment and business expertise, we've been better positioned to extend our important services to hundreds of disadvantaged youngsters within our 4-county service area.

If you require further elaboration on anything I've mentioned above, Chairman Martin, please don't hesitate to be in touch.

Brian Kelly
Director of Marketing
Nutmeg Big Brothers Big Sisters
860 525 5437, ext. 124
bkelly@bbbsnutmeg.org

